

ADAPTIVE MEDIA MESSAGING, SUCH AS FOR RICH MEDIA MESSAGES  
INCORPORATING DIGITAL CONTENT

ABSTRACT

A facility for presenting an adaptive message is described. The facility receives a message in the computer system. Based upon the contents of the received message, the facility tests two or more digital content capabilities of the computer system. The facility then selects one of a number of different digital content elements based upon the results of the testing. The facility presents the selected digital content element.